

4.3 DEVELOPMENT OF BUILT FORM

The proposal comprises a pair of mansion blocks, six and seven storeys high, containing lateral apartments above flexible commercial space on the west block and residential use in the east block.

The development of the architecture was an iterative process starting from a basic massing block to assess height, scale and bulk in relation to the context.

This has been defined as the scheme has developed. There has been an emphasis on creating continuity and coherence with the built forms, and this is achieved with a family of details and features such as bays, brick textures and red brick which visually links the development. This approach is balanced with responding to the distinct contexts that each elevation faces:

- The western frontage onto West End Lane comprises uses consistent with the high street with ground level flexible commercial spaces and residential above.
- The southern frontage is designed as mansion blocks with regular elevational arrangement of windows, balconies and simple silhouettes against the skyline.
- The northern route is lined with three storey, mews type frontages.

The new building continues the terrace along West End Lane, and turns the corner onto Potteries path helping to define the West End Lane and public east-west route to Crown Close.

The massing lowers along the northern boundary to register with the Lymington Road housing at three storeys.

A lowering of the massing in the middle of the site continues the 'mews' type northern route and provides enclosure to the central green space.

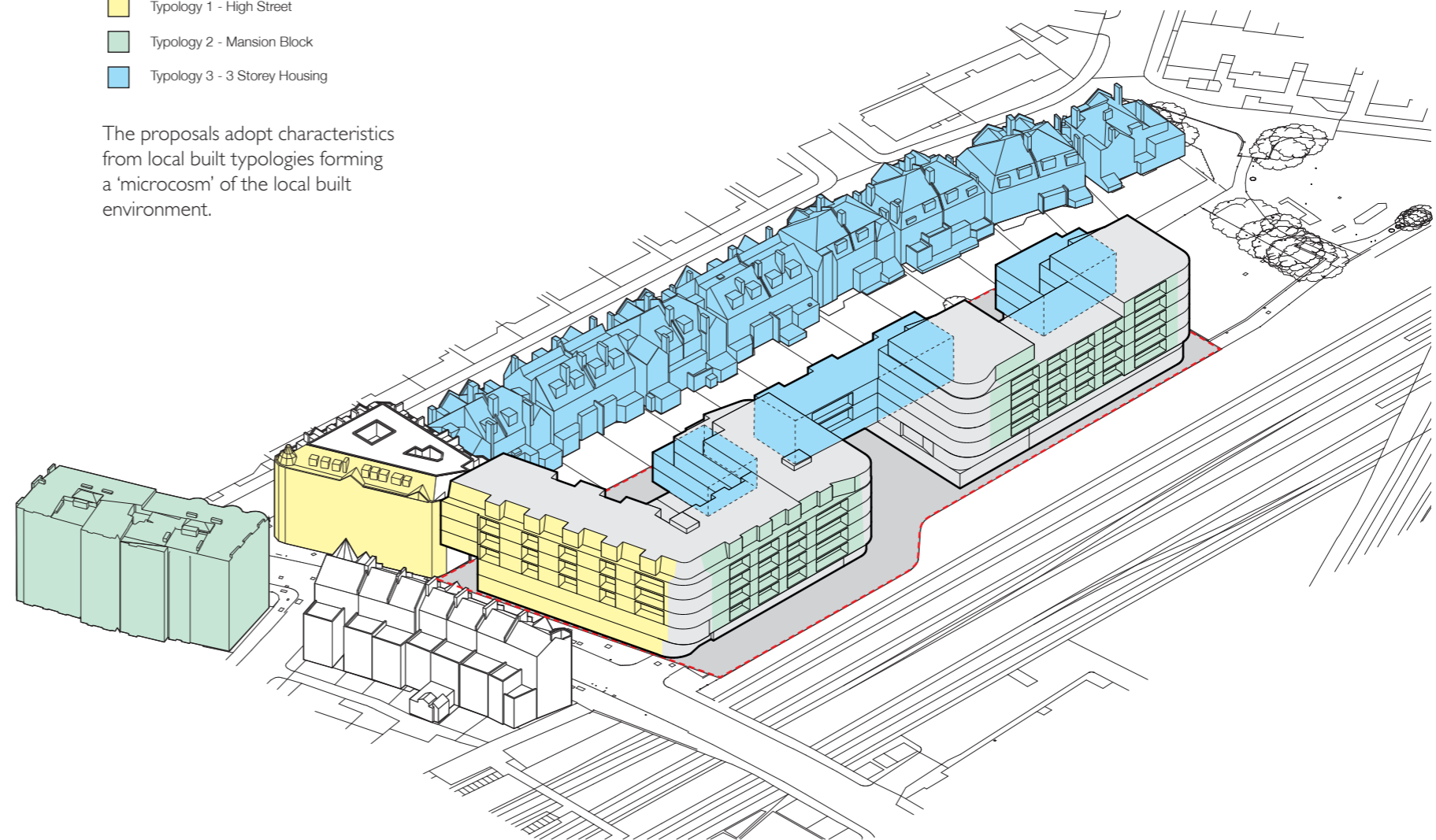
The new buildings are aligned east-west, with return frontages north – south. The south facing primary façade responds to the railway and the primary west façade responds to West End Lane. The north and east elevations respond to Lymington Road and the MUGA respectively. There are no single aspect north-facing homes- and most of the homes are dual aspect.

The corner at West End Lane is curved, and this form is carried through along the southern built forms.

Typology

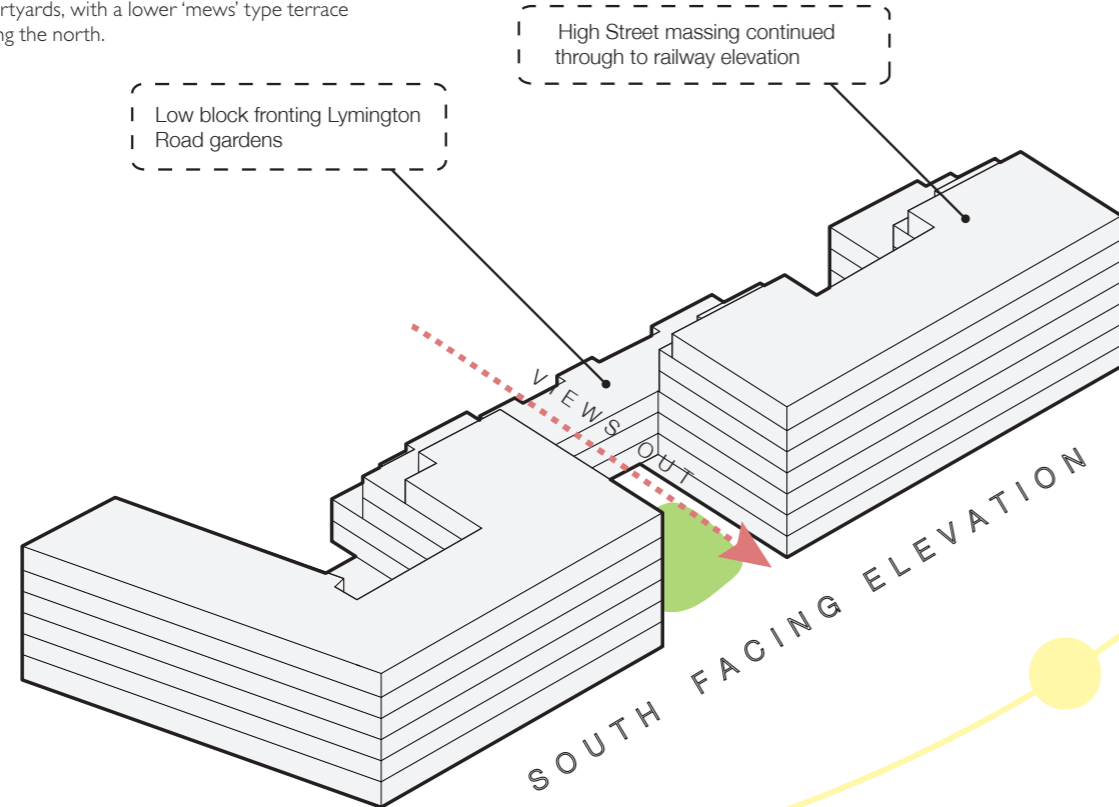
- Typology 1 - High Street
- Typology 2 - Mansion Block
- Typology 3 - 3 Storey Housing

The proposals adopt characteristics from local built typologies forming a 'microcosm' of the local built environment.

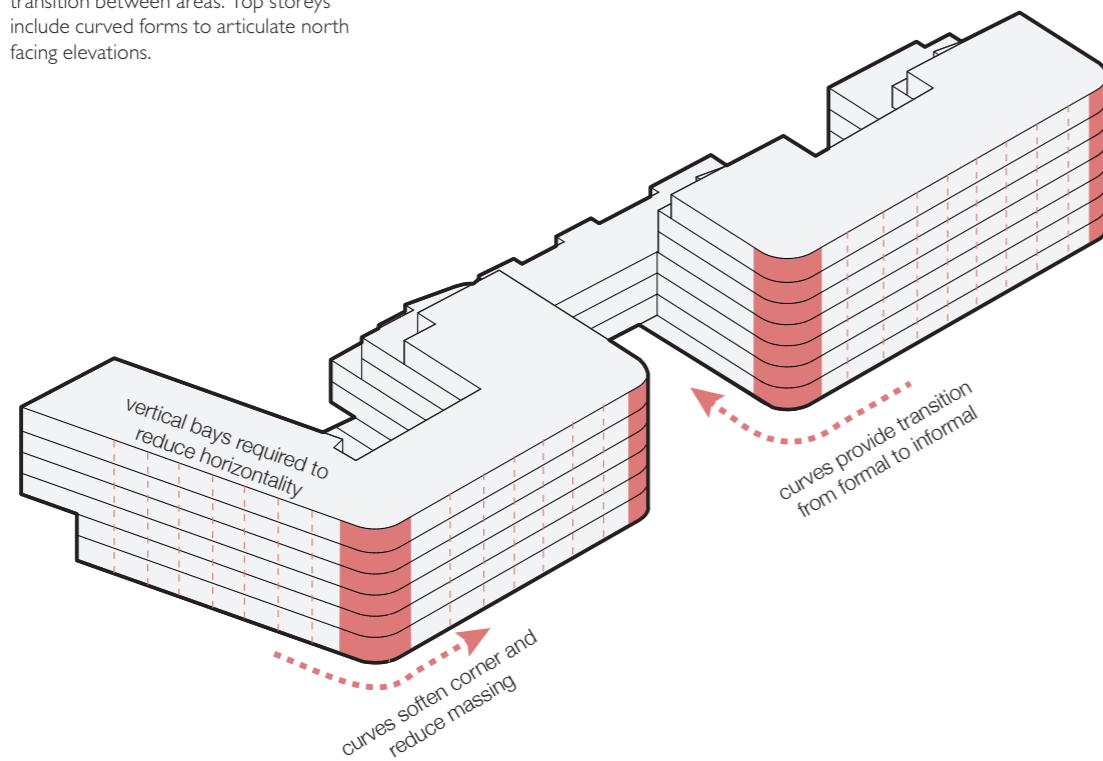


4.3 DEVELOPMENT OF BUILT FORM

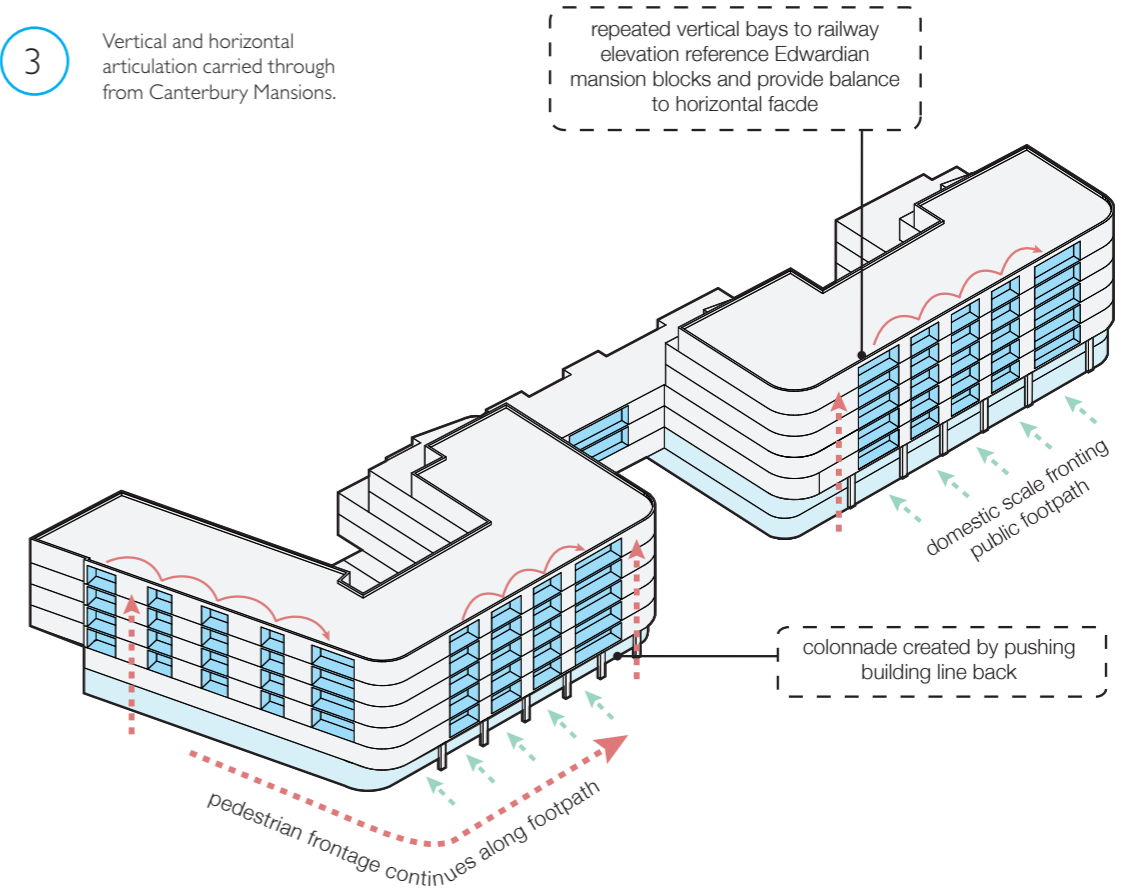
1 West Block. Roofline knits in and continues the terrace of West End Lane. Mansion blocks enclose a central green space and private courtyards, with a lower 'mews' type terrace along the north.



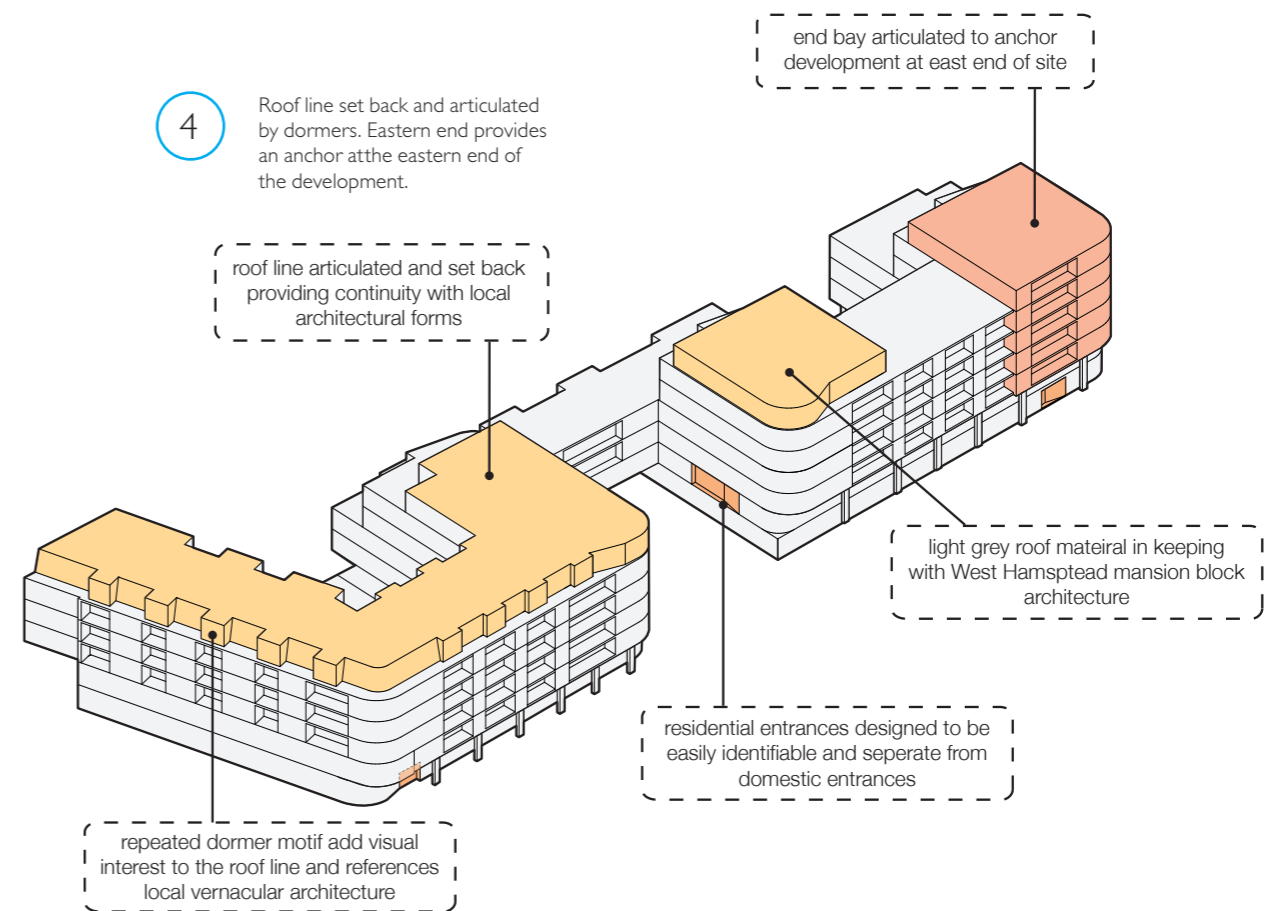
2 Corners are curved to form a softer transition between areas. Top storeys include curved forms to articulate north facing elevations.



3 Vertical and horizontal articulation carried through from Canterbury Mansions.



4 Roof line set back and articulated by dormers. Eastern end provides an anchor at the eastern end of the development.



4.3 DEVELOPMENT OF BUILT FORM

Initial proposals had a strong elevated corner to terminate the terrace and provide a focus to the 'gateway' into the development and West End Lane. The facade onto the high street had a strong vertical emphasis with the parapet line taken from from Canterbury Mansions.

The illustrations opposite show the development of the proposals.

Key changes have been ;

- reduction in overall scale of buildings along the south elevation and corner of West End Lane
- reduction in scale and form of the corner between Potteries Path and West End Lane. The current proposal comprises a curved corner to provide a softer transition from high street to public path.
- Reduction in scale and bulk of roof forms and dormers to be more consistent with Canterbury Mansions.
- Detailing from West End Lane related to Canterbury Mansions is taken through to the south elevation.
- The building line is moved away from Lymington Road.



June 2015



July 2015



August 2015



September 2015



October 2015

4.4 DEVELOPMENT OF WEST END LANE FRONTAGE

The illustrations opposite show key stages of the design of the elevation along West End Lane and how this has changed and developed, partly through feedback from consultation but also as the scheme has entered into more detailed stages. Another key influence has been the reduction in scale which has resulted in alterations to the proportion and articulation of key features such as bay, window and roofline.

This is a key frontage and the intention was to follow the design principles and details through to the south elevation.

Through the design development stages key changes have been:

- A move away from a strongly vertical emphasis to horizontal with more white banding to match Canterbury Mansions more closely
- Lower roofline to match Canterbury Mansions, with less prominent dormers
- A move away from a prominent termination at the corner, replaced with a lower curved transition onto Potteries Path.



Extending key features of Canterbury Mansions and Lymington Mansions

Storey Emphasis



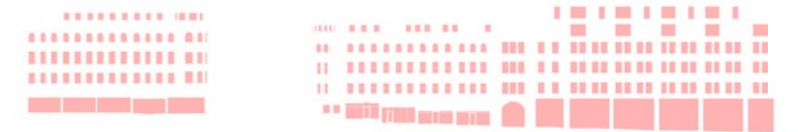
Roofline emphasis



Bookends and end of terrace treatment



Rhythm and proportion of window openings



Vertical emphasis and rhythm of bays



Proposed bay studies

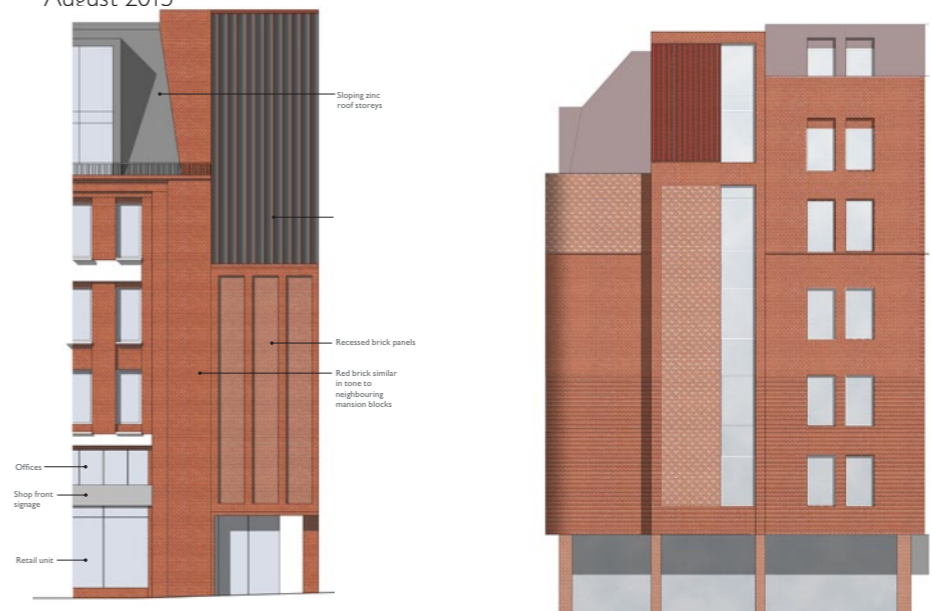
July 2015

August 2015

August 2015



Option study in corner treatment
August 2015



4.5 DEVELOPMENT OF RAILWAY FRONTAGE

August 2015



The south elevation was initially a maximum of 9 storeys reducing down to 4 storeys. The diagram for this frontage comprised a taller corner point at the junction with West End Lane, which was consistent with taller corner elements along the south elevation with set back top storeys. The first floor at West End Lane formed an overhang carried through to the eastern end where the overhang was 2 storeys above Potteries Path.

The proposals have developed and reduced in scale to the current 6 and 7 storey height. The vertical break at the western end onto Potteries Path, provides both an opportunity for the high street facade to wrap around with a visual break between the two frontages. The south facing frontages continue the key principles from the West End Lane elevation which incorporate a rhythm of bays, however as this elevation is much longer, the bays are more simply articulated, and together with inset balconies provide more of a framed brick elevation.

Different brick tones and textures are used to articulate the elevation, and these form a family of details used on the internal courtyard and north elevations.

July 2015 8 storeys along Potteries Path



August 2015 8 storeys along Potteries Path



September 2015 7 and 8 storeys along Potteries Path



October 2015 6 and 7 storeys along Potteries Path



4.6 RESPONDING TO THE CONTEXT

As noted in previous sections, the development site does not contain any buildings or features which are of special heritage value. Furthermore, the site has been identified as an area where change and also intensification is encouraged.

The proposal site has long been used for commercial or industrial purposes, and the redevelopment is an opportunity to 'stitch in' the site into its wider context.

The design of the proposed buildings has been informed by our understanding of the special character of the conservation area adjacent to the site and the wider context, which includes substantial new buildings to the south and east.

A key component of the design approach has been to find a language for modern mansion block which are a key feature within the area generally, and particularly within the conservation areas.

We have taken the idea that; 'the mansion blocks have a scale and boldness of detail that gives them a solid and substantial presence.' (quoted from the West End Green Conservation Area Appraisal).

Other ways the proposals are consistent with the character of the area and will improve the townscape setting:

- The proposals have a traditional arrangement of front doors onto streets.
- The scheme creates improved and new public realm and open spaces. The conservation area strategy notes that the 'rise up the hill from the station is urban and hard', with little relief. The substantial amount of new trees and greenery will create a more attractive and green setting, which again ties in with the character of the area.
- As described in the HTVIA, the proposals will have negligible impact on the adjacent conservation area and by continuing the local tradition of residential development and mansion blocks set within a well-structured and well landscaped public realm will enhance the residential character of the area generally.
- The bold but simple forms and the predominant use of red brick with repetitive detailing create a series of buildings that sit comfortably alongside the buildings of the wider townscape without resorting to mimicry or pastiche.



View looking south from within the conservation area along Crediton Hill- As Existing. The skyline terminates with a view of the student block on Blackburn Road to the south



View looking south along Crediton Hill- As proposed. The local view from within the CA has limited change.



Landscape strategy with an enhanced public path and new public green 'oasis' providing a well structured tree lined setting.

4.7 RESPONDING TO THE CONTEXT

Local Views - as proposed

The existing building is replaced with a more sympathetic frontage which reflects the character, materiality and uses within Canterbury Mansions.

Roof lines are aligned, and key features such as white banding, rhythm of vertical bays and window proportions are incorporated into the new facade.



View looking south along West End Lane - As Existing



View looking south along West End Lane - As Proposed

4.7 RESPONDING TO THE CONTEXT

The view looking north up West End Lane currently benefits from an absence of development in the foreground to the east. This view is therefore particularly sensitive to any development. The existing view is largely dominated by the gable end of the existing office block and 217 West End Lane on the west side of the road, and beyond that, the roofline of the houses on Lymington Road.

Whilst the north side of the site forms the boundary of the West End Green Conservation Area the layout and form of the existing buildings on site and across the road create a weak edge and undefined frontage to Potteries Path.

The proposed buildings are predominantly brick, and are designed to visually and physically connect to the existing townscape and Canterbury Mansions forming a positive corner onto the return elevation along the south.

The corner is curved providing a more welcoming transition between West End Lane and Potteries Path. Roof levels, taken from Canterbury Mansions, remain consistent along the south elevation. Similarly, the materiality and key building lines are taken through.

The buildings are designed to take the form and

characteristics of mansion block architecture with simple, set back rooflines, consistent repeating bay structure with new trees in the foreground.

The buildings are separated to provide a large gap for the green space and to ensure they are discernible as two separate elements thus helping to break up the form.

This will benefit the streetscape by providing a better sense of enclosure along the railway and a more cohesive townscape which reflects the character of the wider townscape.

Any increased visual impact is mitigated by the significant improvement in the appearance of the building which will enhance the wider townscape.

The proposals will significantly enhance this view by creating a built form which positively engages with the high street and provides a continuous frontage along Potteries Path that is in keeping with the wider character of the area.



View looking north along West End Lane - As Existing



View looking north along West End Lane - As Proposed.



View looking east along Potteries Path - As Existing



View looking east along Potteries Path - As Proposed.

The proposals will be read as part of the wider urban fabric emerging to the south, whilst being connected to the high street townscape to the north.